THE OFFICIAL PUBLICATION OF LICENSING EXPO

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SHOW DAILY
JUNE 19, 2014
DAY 3

NFLPI Kicks Off Expo's Opening Night

NFL Players Inc., the licensing and marketing arm of the NFL Players Association, was the headline sponsor of the 2014 annual All-Industry Opening Night Party, which was also sponsored by LIMA and co-hosted by The Country Music Association. The party opened Licensing Expo 2014. Pictured: Michael Floyd of the Arizona Cardinals, Johnson Bademosi of the Cleveland Browns and Vincent Jackson of the Tampa Bay Buccaneers with Keith Gordon, Steve Scebelo and Ahmad Nassar, NFL Players Inc.

For today's full Licensing University schedule, turn to page 38.

Saban Adds Julius Jr. Licensees

Saban Brands is growing its Julius Jr. property with a new lineup of licensing partners. The new deals expand on previously announced licensing partnerships with master toy licensee Fisher-Price and publisher Random House.

On board for the children's brand are Accessory Innovations for backpacks, bags, headwear and cold weather products; Amscan for kids' costumes sold exclusively at Party City; Freeze for sportswear and t-shirts; High Point Design for hosiery and slipper socks; Idea Nuova Global for room décor and furniture; Jay Franco for beach, bedding and bath accessories; Komar Kids for children's sleepwear from infant through size 8; Parigi Group for sportswear and t-shirts; and Rubie's Costume Co. for toddler costumes.

Breaking News

Nick has Turtle Power

Nickelodeon is planning a full line of merchandise to support its upcoming film *Teenage Mutant Ninja Turtles*.

On store shelves are more than 100 products including toys from master toy licensee Playmates Toys and global construction partner LEGO, as well as product in categories such as publishing, home décor, apparel, jewelry and accessories.

Additional licensees tapped to support the film launch include Activision Publishing, Insight Editions, Paramount Home Entertainment, Rubie's Costume Co., Zak Designs, Bioworld, Freeze, LF USA, PS Brands, Thermos and many more.

WBCP Scores with Plush

Warner Bros. Consumer Products EMEA has signed a deal with Allegre HKM for a co-branded Looney Tunes NBA program.

Allegre will produce a range of plush that includes puppets, cushions and plush key chains featuring characters like Bugs Bunny, Daffy Duck and Sylvester in NBA team jerseys.

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LIMA's Licensing Excellence Awards

Best Sports Property of the Year–WWE (WWE): Howard Brathwaite, Casey Collins and Jess Richardson, WWE

Best Property of the Year, Celebrity–Cake Boss/ Buddy Valastro (Discovery Communications): Sue Perez-Jackson and Elizabeth Bakacs, Discovery Communications

Best Art or Design Licensee of the Year–Junk Food Clothing: Lorne Bloch, Jennifer Somer and Andre Najjar, Junk Food Clothing, with David Stark, Artestar

Best Character or Toy Brand Licensee of the Year, Hard Goods–LEGO (LEGO Star Wars): Elise Barkan, The Walt Disney Co./Lucasfilm

The winners of The International Licensing Industry Merchandisers' Association (LIMA) annual Licensing Excellence Awards 2014

Best Art or Design Program of the Year–Dena (Dena Designs): Dan Fishbein and Dena Fishbein, Dena Designs

Best Character or Toy Brand Licensee of the Year, Soft Goods–Junk Food Clothing: Lorne Bloch, Jennifer Somer and Andre Najjar, Junk Food Clothing

LIMA Rising Stars: Kelley Davison and Ivonne Feliciano

Best Retailer of the Year–Hot Topic: Joe Enriquez, Andrea Lewis and Ed Labay, Hot Topic

LIMA's Licensing Excellence Awards

Licensed Promotion of the Year–Anchorman 2: The Legend Continues Durango promotion (Paramount Pictures): Bill Bertini, LeeAnne Stables and Josh Austin, Paramount Pictures

Best Location-based or Experiential Program–The Walking Dead Halloween Horror Nights at Universal Studios (AMC/Striker Entertainment): Angie Clift, Meagan Vaughan, Martine Berreitter, Marc Mostman, Laura Bereitter and Curtis Matthews, AMC and Striker Entertainment

Best Film, Television or Entertainment Licensee, Soft Goods–Accessory Innovations: Elayne Mayes and Karyn Weiss, Accessory Innovations

Best Corporate Brand Licensee of the Year–Bassett Furniture: Rachel Terrace and Allison Ames, Beanstalk

Best Film, Television, or Entertainment Licensee of the Year, Hard Goods–Playmates Toys: John Stelzner, Jeff Trojan and Pat Linden, Playmates Toys

Best Licensee of the Year, Digital/New Media–Jazwares: Bill Graham and Steve Chandler, Jazwares, with Jennifer Richmond, Richmond Management Group

Overall Best Licensed Program of the Year–Duck Dynasty (A+E Networks/Brandgenuity) and Film/Television Program of the Year: Louis Drogin, Adina Avery Grossman, Jay Asher and Andy Topkins, Brandgenuity, with Kate Winn A+E Networks

Best Property of the Year, Digital/New Media–Angry Birds Star Wars (Rovio Entertainment and Lucasfilm): Elise Barkan, The Walt Disney Co./Lucasfilm, with Naz Cuevas and Jami Laes, Rovio Entertainment

Best Property of the Year, Corporate Brands–Girls Scouts of the USA (Girls Scouts of the USA/The Wildflower Group): Cheryl Chua, Michael Carlisle and Jeanne Perry, The Wildflower Group

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Care Bears Go Mobile

AG Properties and interactive mobile game and children's entertainment developer TabTale have announced a partnership to develop and publish mobile apps based on American Greetings' brands for kids. The first game being rolled out, "Care Bears: Rainbow Playtime," features the Care Bears and is set for release on iOS and Android smartphone and tablet devices this summer.

"Our brands have been winning the hearts of millions of kids for decades because of our ability to keep them fresh and relevant to each new generation, and today that includes going mobile," says Derek Roberto, vice president, new media, AG Properties. "We're thrilled to partner with TabTale, whose expertise in the kids' mobile app space is sure to bring Care Bears to life through quality content and engaging features."

Peppa Pig Stomps onto U.S. Soil

Building on the U.S. success of the preschool property Peppa Pig, Entertainment One Licensing has announced five new partners in the soft goods category for the character, with Jazwares already signed on as master toy partner for North America beginning in 2015.

Ty will expand the brand's plush offerings and its presence at specialty retailers with a Beanie Babies collection featuring Peppa, Brother George and many other characters from the television series.

On the apparel front, Happy Threads will launch a Peppa Pig clothing line for girls ages 12-months through 7 years, Komar Kids will produce the first-ever Peppa Pig sleepwear collection in the U.S.; and Accessory Innovations will introduce backpacks, bags, luggage, headwear, hosiery and cold weather accessories.

Finally, Character World will debut a collection of Peppa Pig-themed bedding and home accessories including blankets and throws, bath and beach towels, cushions and inflatable and bean-filled chairs.

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WBCP Revs Superhero Engines

Warner Bros. Consumer Products and DC Entertainment are teaming up with 11-time NASCAR Sprint Cup Series champions Hendrick Motorsports for a three-year deal that will allow the team and its partners to develop consumer promotions and original content to engage youth, drive fan excitement and energize licensed merchandise initiatives.

"We are excited to partner on a long-term program that brings together Hendrick Motorsports' superhero drivers with the Super Heroes of DC Comics," says Brad Globe, president, Warner Bros. Consumer Products. "This partnership will allow us to offer NASCAR and DC Comics fans unique experiences that tap into the storylines of our characters and the successes of these four world-class athletes."

The partnership is building programs with star drivers Kasey Kahne, Jeff Gordon, Jimmie Johnson and Dale Earnhardt Jr., and with its most recognized superheroes including Batman, Superman, The Flash and Green Lantern. Potential product opportunities include co-developed car paint schemes, comic books and digital content combining DC Comics superheroes and Hendrick Motorsports drivers.

"Working with Warner Bros. Consumer Products and DC Entertainment will make for an innovative and impactful partnership," says Rick Hendrick, owner, Hendrick Motorsports. "Adding value to sponsor relationships, developing an even stronger retail licensing platform and engaging with young people are high priorities for us. This collaboration will generate many opportunities in those areas."

The partnership's first program will be unveiled at the upcoming Sprint Cup events at Charlotte Motor Speedway and Michigan International Speedway, where Superman will be featured on Earnhardt's No. 88 Chevrolet SS.

Skechers, Jakks Step into Twinkle Toes Partnership

Skechers is teaming with toy manufacturer Jakks Pacific to extend its Twinkle Toes children's footwear brand into multiple categories.

Jakks Pacific will take Twinkle Toes into categories such as collectibles, dress-up, role play and more.

"Partnering with the nation's third largest toy manufacturer provides us a unique opportunity to extend the reach of Skechers and our exceptionally popular Twinkle Toes footwear," says Michael Greenberg, president, Skechers. "Not only is Twinkle Toes one of the leading kids' footwear lines in the U.S., the brand also carries a high Q Score and is recognized by a majority of pre-teen girls. This strategic partnership with Jakks Pacific allows us to further engage girls in new ways through amazing products and fun experiences."

Under the long-term licensing agreement, Jakks will launch a miWorld Skechers play set, which is its line of miniature play environments that allows girls to build and design their own Skechers replica store. The Twinkle Toes miWorld is also compatible with the "miWorld Mall DreamPlay" app.

Additionally, Jakks will produce a line of Twinkle Toes Cabbage Patch Kids, which will be featured wearing miniature replicas of the footwear, along with Twinkle Toes apparel and backpacks.

"Skechers, especially the Twinkle Toes brand, has become one of the leading brands with girls today," says Stephen Berman, chief executive officer and co-founder, Jakks Pacific. "This long-term strategic partnership with Skechers will give Jakks the opportunity to leverage this top girls' brand across a variety of toy lines including miWorld and Cabbage Patch Kids. Our products will allow kids to play with the Twinkle Toes brand in new ways including with our 'DreamPlay' app to bring the physical miWorld play sets to life on tablets and smart devices."

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² Monthly average Daily Active Users (DAUs) in February 2014. ³ Average gameplays in February 2014

ITV Adds Super 4 Partners

ITV Studios Global Entertainment has announced U.K. broadcast and toy partners for its kids' CGI comedy adventure series "Super 4," which is inspired by the Playmobil toy brand.

In partnership with Playmobil and co-produced by Morgen Studios and Method Animation, the show, which follows the adventures of four characters as they travel through imaginary worlds, will debut on CiTV this year with 26 episodes and 26 more to follow in 2015.

ITVS GE is planning an extensive consumer product program for the series. Playmobil is leading the efforts as master toy licensee with a line of "Super 4" heroes and play sets set to hit retail shelves in the U.K. in 2015. The company is also seeking partners in other key categories including publishing, periphery toys and games, apparel and accessories, gifting, home entertainment, stationery and fast moving consumer goods.

"'Super 4' has received a fantastic response. We are in the midst of building a strong consumer product program for what promises to be an exciting new children's TV property. The launch of this new series is timed to coincide with the 40th anniversary celebrations of the Playmobil brand, and we're confident that it will resonate with consumers and retailers alike," says Trudi Hayward, senior vice president and head of global merchandising, ITVS GE.

Simmons Signs Dr. Andrew Weil Endorsement Deal

Simmons Bedding Company, one of the world's largest mattress producers and the creator of Beautyrest, has announced that Dr. Andrew Weil, a leader in the field of integrative medicine and a proponent of the importance of quality sleep, will support its latest innovative mattress, ComforPedic iQ. The deal was brokered by Brand Central, the licensing agency for Weil Lifestyle.

"For those of you who have struggled with sleep issues, choosing the right mattress is an important step toward getting quality rest," says Andrew Weil, M.D. "The ComforPedic iQ is the first and only mattress I have ever endorsed, because I believe the Smart Response technology provides a practical and effective sleep solution."

The ComforPedic iQ is the only mattress on the market to use patented, clinically tested Smart Response technology, a technology so intelligent that it naturally responds and continuously adapts to the body without motors, buttons, plugs or electronics.

As part of the deal, Simmons will launch a multimedia advertising campaign for ComforPedic iQ this spring with ads on national network and cable television throughout the summer, as well as a robust digital extension that includes the web, social media and mobile units. The campaign will feature Dr. Weil himself and promote the product's use of advanced technology designed to give consumers a holistic, effective sleep solution.

"Simmons is excited to partner with Dr. Weil to introduce ComforPedic iQ to both the bedding industry and consumers," says Jeff Willard, executive vice president, marketing, Simmons. "We share a profound passion for helping people naturally achieve good-quality sleep. Dr. Weil's belief in ComforPedic iQ is truly a testament to the effectiveness and power of the product."

With five consecutive No. 1 *New York Times* best-sellers, more than 10 million books in print and two *Time* magazine covers, Dr. Weil is a globally recognized expert for his advice on leading a healthy lifestyle that takes into account mind, body and spirit. His website contains more than 700 pieces of original content on sleep, and a number of his books and publications offer his perspective on optimum health, with one of the main components being quality sleep.

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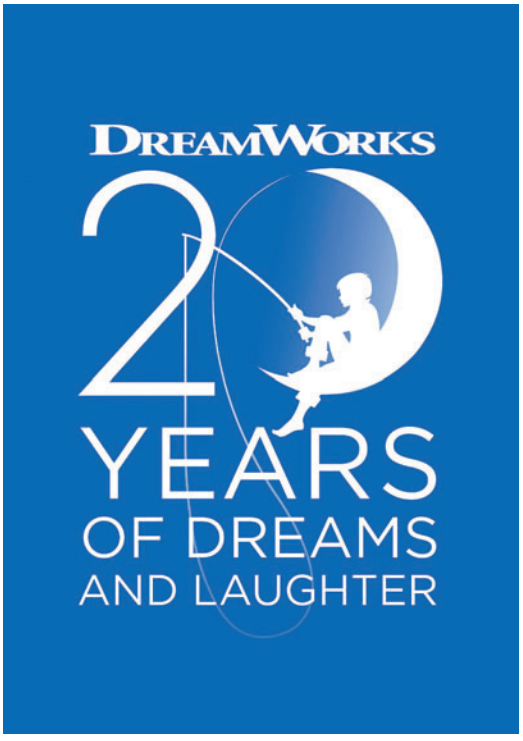
DreamWorks, Land of Nod Pair

DreamWorks Animation and children's housewares brand Land of Nod are partnering for a brand-new program that will feature DWA's Little Golden Books characters on a wide range of products.

The product program will focus on the two classic Little Golden Books titles–*Shy Little Kitten* and *Tawny the Scrawny Lion* and feature on items such as bedding, wall art, rugs and bath goods.

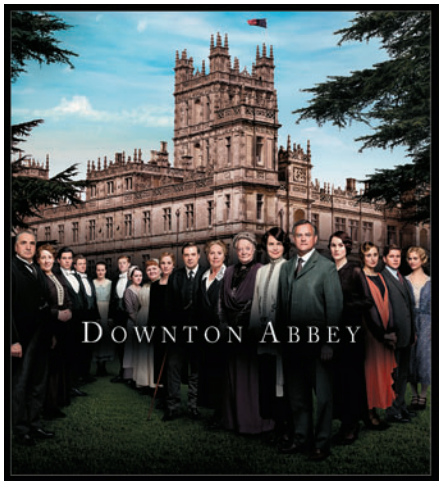
"As a leader in kids' housewares, Land of Nod will do an incredible job of translating the nostalgia and heritage of Little Golden Books to a fantastic program at retail," says Ann Buckingham, head of consumer products, softlines, DreamWorks Animation. "These characters have been adored for generations, and this activation gives fans another touchpoint at which to engage the property."

The Land of Nod partnership with DWA will kick off at retail in early 2015 and be available in Land of Nod retail locations and on the Land of Nod website.



Knockout Licensing Showcases Downton Abbey, Boo

Agency Knockout Licensing is supporting multiple properties at Licensing Expo this year including Downton Abbey and Boo, the World's Cutest Dog.



For the Downton Abbey brand, Knockout has secured several new partners.

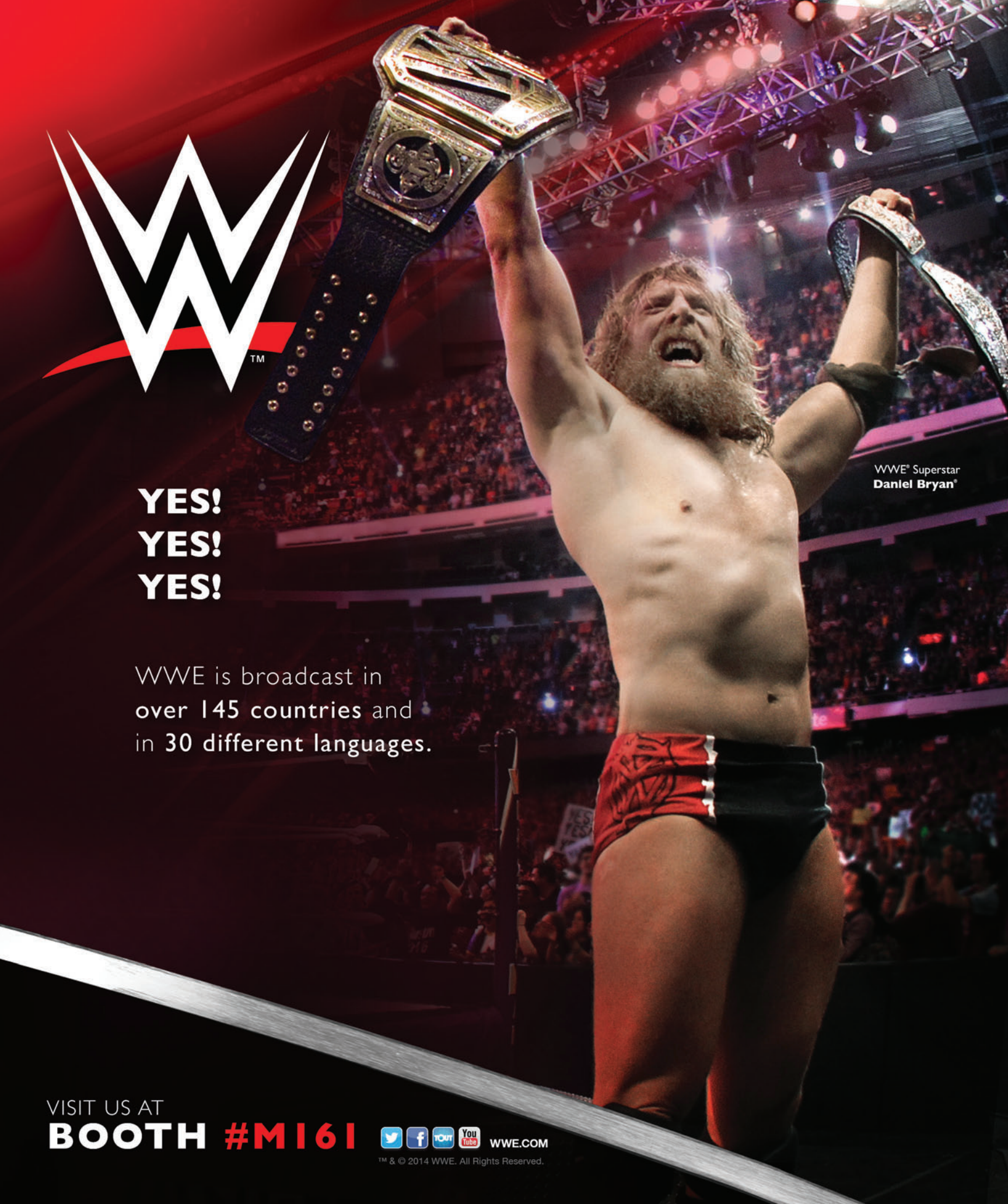
Behrens Manufacturing will create metal containers and household items (planters and watering cans, as well as wooden washboards; Chasing Fireflies is on board for men's, women's and children's dress-up; North American Bear Company will make stuffed bears; novelty items are slated from licensee Underground Toys; Rizzoli International Publications/Universe Publishing has added mini-calendars to its product range; and Workman Publishing has renewed for diaries and calendars through 2016.

Additionally, retailer Cost Plus World Market is back on board to expand its holiday range with more merchandise.

Boo, the World's Cutest Dog is

continuing to grow its presence around the world, adding more and more social media support and licensed product.

Partners signed on for the program include Weather Creative, Gund, Accademia, Stationery Team Europe and VMC Accessories.



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Tinderbox Scores Digital Deals

Tinderbox, the digital licensing division of global brand licensing agency, Beanstalk, is announcing new licensing partnerships and promotions for some of its key gaming titles.

In collaboration with fellow digital specialist agency 5th Wave Brands, Tinderbox is planning a consumer product line for the action-adventure game, "Badland," the debut title of Finnish game developer duo Frogmind, with a focus on the brand's global licensing opportunities.

The company is also teaming up with Egmont U.K. for a publishing program based on the game "My Singing Monsters" from Canadian video game and computer developer Big Blue Bubble. The new line of My Singing Monsters-branded products is expected to launch in January 2015 and includes magazines, hand books, sticker books and sound books, as well as digital applications such as e-books available through the iOS and Android markets. Following the launch, three new titles will be released in May 2015–a My Singing Monsters handbook, a My Singing Monsters search-and-find title and a design-your-own monster book.

Tinderbox is also announcing a range of plush toys and a new partnership with arcade games and toy manufacturer SEGA Amusements for "Doodle Jump," the mobile game created by independent development studio Lima Sky. The game's master toy partner Goldie Marketing has also appointed PowerPlay as its exclusive U.K. distributor for Doodle Jump mini-collectibles, which are expected to launch this year.

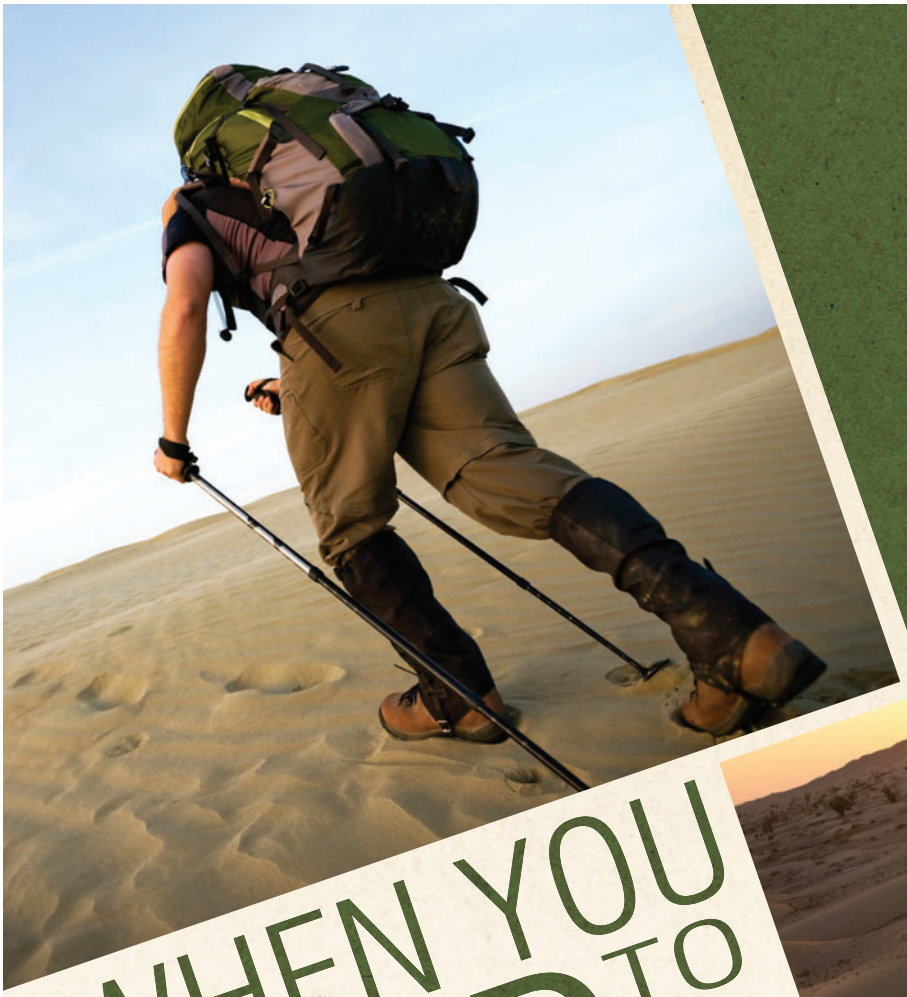
Meanwhile, Tinderbox is also working with tween social network platform MovieStarPlanet, following the brand's partnership with Fipotex last year to cross-promote its clothing line. MovieStarPlanet, in conjunction with Tinderbox and other regional sub-agents, is also looking to expand in European regions such as the U.K., Poland, France and Benelux.

DeLiso's Sophie la girafe Property Spots New Deals

DeLiso's Sophie la girafe, the classic French baby toy that has captured the hearts of babies and moms around the world, has landed at Licensing Expo with a slew of new consumer product lines launching this year including:

- a natural and bio-organic baby skin care line from Alva Organics Oy for France, the U.K., the U.S., China and Singapore;
- a third baby furniture collection from Sauthon in France;
- music boxes and lanterns for bedtime from Trouseller;
- dress-up costumes for children ages infant to 3-years-old from Travis Designs for the U.K.;
- new Sophie book titles from Marabout and DK Publishing;
- a spring/summer baby clothing line from Milli company in Japan; and
- an animal discovery app from Europa-Apps.

Introduced in France in 2012, Sophie la girafe is now sold in over 62 countries worldwide, and the chic, yet timeless, animal shows no signs of aging herself anytime soon.



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Miffy Readies for 60th in 2015

Dick Bruna's beloved white bunny, Miffy, is gearing up for her 60th anniversary in 2015 with a new CGI-animated television series and a flock of anniversary celebrations.

In a partnership between world rights owner Mercis bv and London animation studio Blue Zoo, the preschool icon will appear in CGI for the first time ever, cementing her appeal to children for generations to come. The new series, which follows the stop-motion "Miffy and Friends" series, is currently slated to premiere in late 2015.

Miffy is also a star on the big screen. Following successful launches in Benelux, Japan and Australia, *Miffy the Movie* is debuting in movie theaters across the U.S. this summer, as well as via video-on-demand channels in the U.S. and U.K.

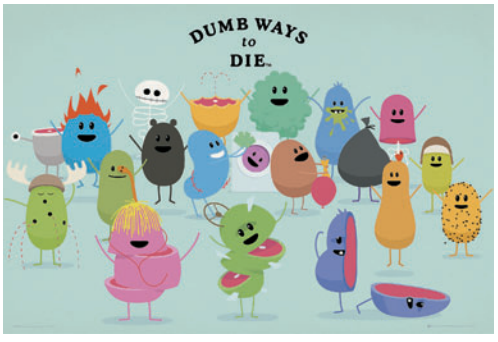
With her television and film success and 60th anniversary on the horizon, Miffy is showing no signs of slowing down. Along with its team of international publishers and licensing agents, Mercis bv is planning a series of birthday events, public exhibitions, charity tie-ins and retail promotions to celebrate this milestone.

The *Miffy* books by Dick Bruna have been translated into more than 50 languages and sold over 85 million copies since they arrived on the scene in 1955.

Dumb Ways to Die Now Safety Champions

Evolution has announced the Dumb Ways to Die brand is becoming the "Safety Champions of Everything."

"We have just concluded a strategic partnership with Empire Life Insurance Company in Canada to use the characters to advise Canadians that the Dumbest Way to Die is without Life Insurance," says Travis J. Rutherford, president, licensing and retail, Evolution. "Empire Life will use the original assets, including all the lovable characters, extensively across multiple media segments such as Internet, social media, direct mail, television and radio. This is only the first strategic alliance announced to date, but we have been advised that additional such partnerships are already in the works in multiple market segments."



Elaine Ryan Lands in Home Depot Stores

The Elaine Ryan home decorating kit will now be a featured product at the paint counter inside The Home Depot stores throughout the U.S. Previously, the kit was only available through The Home Depot's online store.

The kit, created by mother-daughter interior design team Elaine Ryan and Lauren Rosenberg, is the first DIY home décor product that debunks the mysteries of the design industry and gives users everything they need to make a home beautiful without hiring a professional designer. The kit includes Ryan's color-matching system, The Elaine Ryan Color Bars.

The kit is also available on Amazon and ElaineRyan.com.

Licensing agent Lawless is continuing to expand the brand to a wide variety of licensed home décor merchandise including additional kits for select areas of the home; a line of interior and exterior paint; soft goods such as pillows, sheets and towels; wallpaper; and a furniture and accessories collection that includes tables, chairs and lighting.

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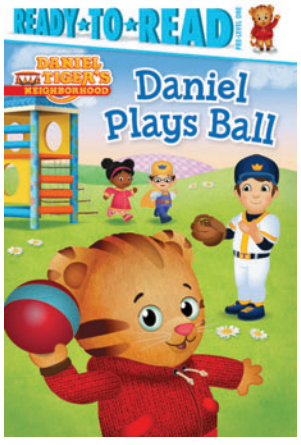
Daniel Tiger Roars into Retail



Simon & Schuster Children's Publishing is pumping up its publishing program for "Daniel Tiger's Neighborhood," the spin-off of the classic TV series "Mister Rogers' Neighborhood." Following a five book debut in January, the master publishing licensee will roll out 10 new titles based on the PBS Kids series under its Simon Spotlight imprint across a variety of formats. These new additions to the neighborhood will make a total of 15 books available at both in-store and online retailers this year.

The Daniel Tiger's Neighborhood library of books will grow to include board books with flaps and novelty board books with sound, with four titles being released this summer and the remaining six titles this fall. These new offerings round out the collection, which also features shaped board books, tabbed board books, 8x8 paperback storybooks and Ready-to-Read beginning readers and deluxe storybooks. The titles focus on first experiences in the lives of preschoolers, from going to school to visiting the doctor to using the bathroom, along with seasonal themes like Halloween and winter fun.

The publishing program joins the brand's other licensed merchandise, which is led by master toy partner Jakks Pacific. Jakks will extend the toy program into additional categories and retailers, as well as introduce products in Canada for the first time. Other new Daniel Tiger's Neighborhood items hitting store shelves this year include costumes from Disguise and additional offerings from University Games, including a Colorforms deluxe play set, plus puzzles and games. The Fred Rogers Company, in conjunction with Out of the Blue Enterprises, is facilitating all licensing deals for the brand.

Scholastic Scares Up Goosebumps License Deals

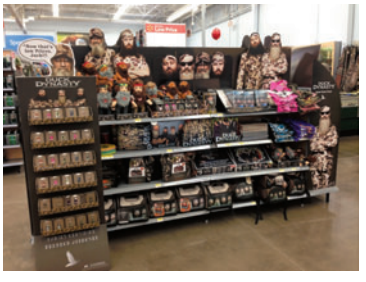
Scholastic Media is unveiling a licensing program for the upcoming Goosebumps motion picture.

Scholastic is working with Goosebumps licensing agent Sony Pictures Consumer Products to develop an extensive collection of items to support the film, which is based on the Scholastic book series by R.L. Stine. Key licensed categories include toys, games, puzzles, mobile, social and console gaming, collectibles, gifts and novelties, costumes, social expression, party goods and apparel.

The film debuts in theaters in August 2015 from Sony Pictures Entertainment.

The movie licensing program joins a roster of products and content for the brand including streaming video on Netflix in the U.S., Canada, U.K. and Ireland; digital downloads on iTunes and Amazon Instant Video, among other platforms; DVDs from Fox Home Entertainment; video games on Wii, Nintendo DS and PlayStation2; as well as costumes and t-shirts.

Brandgenuity Touts TV, Corporate Brands at Expo



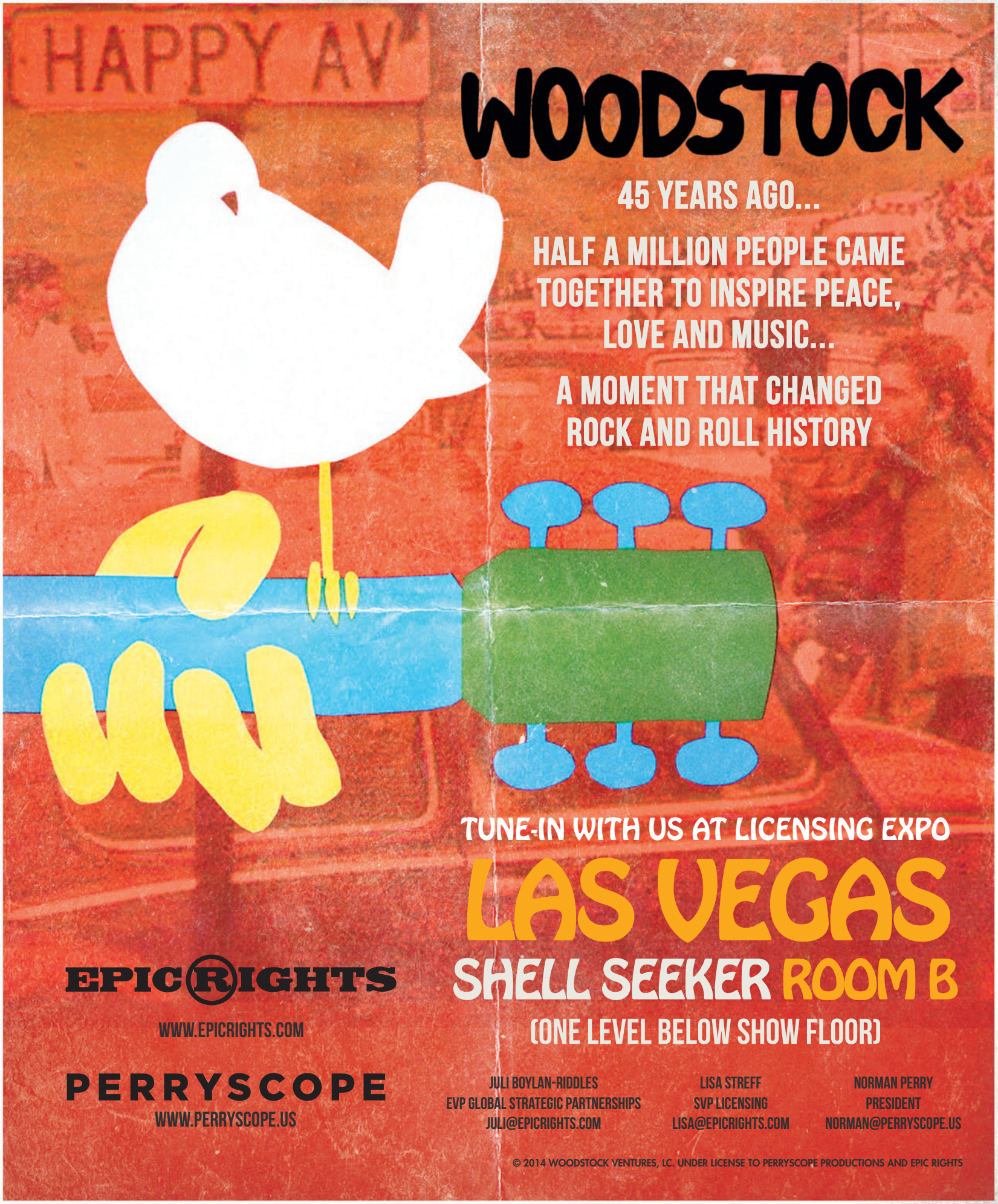
Brandgenuity is exhibiting its entertainment properties at Licensing Expo, with "Duck Dynasty" leading the charge. The A&E reality television series now boasts more than 80 licensing partners across 17 categories.

Along with MGM Consumer Products, Brandgenuity also launched a program for "Vikings," the TV show that follows a clan of Norse warriors, now in its second season on the History channel. Vikings apparel and accessories will appear at retailers Hot Topic and Spencer Gifts.

The agency is also presenting "Fargo," the FX series based on the Coen Brothers film, and Gas Monkey Garage, the auto restoration garage featured on "Fast N' Loud," which is being extended into apparel and accessories.

On the corporate side, Hefty and Arm & Hammer have joined forces to create the Hefty Ultimate with Arm & Hammer garbage bag. Brandgenuity is also planning to announce the first partners for Energizer personal care and sun care brands Banana Boat and Hawaiian Tropic for seasonal accessories and apparel.

The Boppy Company is launching a line of diaper bags inspired by the product; while RV leader Winnebago Industries is getting a line of apparel and accessories that feature vintage designs and phrases from the outdoor brand.



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Tutera Moves into Decor

Television celebrity and wedding planner David Tutera is expanding his brand into home décor and home entertainment. The Brand Liaison, licensing agent for David Tutera, is adding partners across multiple home goods categories including tabletop, outdoor entertaining, picture frames, bedding and bath.

Among the recent deals facilitated by The Brand Liaison are Gibson USA for dishware and tabletop items and Sage & Co., a division of Teters Floral Products, for permanent botanicals and other gift items. Gibson is rolling out custom dishware, glassware, flatware and serving items inspired by David's creativity and multicultural experiences; while Sage is developing a broad collection of more than 100 floral arrangements as well as Christmas decorations.

"My goal is to bring a distinctive style and innovative design into home entertaining and home décor," says Tutera. "We are looking to work with innovative licensing partners that share this vision."

"David Tutera is a visionary in every sense of the word," adds Steven Heller, president, The Brand Liaison. "Based on his unique style and flair for entertaining, he has established himself as the premier wedding and entertainment expert. He has now transformed that talent into the world of home goods and home décor. His unmistakable style and creativity is reflected in the products that he has designed, and he has a clear vision of where these products should be placed at retail. He truly sets the trends."

Tutera is planning a strong retail launch for his products with a limited collection of home goods debuting on HSN this summer and David Tutera crafts from Darice already available in Joanne Fabric and Craft stores.

CPL to Rep DreamWorks

Licensing agency Compañía Panamericana de Licencias has been named to represent DreamWorks Animation in Brazil, which extends the agency's relationship with the studio. CPL already represents the company in Bolivia, Colombia, Ecuador, Peru, Venezuela, Mexico and Central America.

"We feel very proud and excited to further build and strengthen the DreamWorks Animation brand in Brazil and to expand our relationship with the company," says Luis Salazar, president, CPL.

"We enjoy a wonderful relationship with CPL throughout Latin America and believe they are perfectly suited to drive our business in Brazil," says Jonathan Baker, head of international consumer products, DreamWorks Animation. "As DreamWorks Animation establishes itself as a global family entertainment brand, we continue to implement our 365 strategy at retail worldwide with the help of top agents like CPL."

CPL's Herbert Greco will oversee the DWA business in the region.

This new alliance goes hand in hand with a new expansion strategy for CPL, as well as a strengthening CPL's team.

CPL is one of Latin America's largest promotional and licensing agencies with more than 30 years of experience. Based in Peru, CPL manages entertainment properties for licensing in South and Central America. In addition to DWA, CPL represents companies such as Sony Pictures, Cartoon Network, IMPS, Nerd Corps, Televisa, Twentieth Century Fox, Warner Bros. Consumer Products and more.

TLG Highlights Americana

The Licensing Group is presenting opportunities for the latest addition to its diverse portfolio–The American Collection, an original Americana brand that consists of a wide variety of government and military iconic marks.

TLG is offering all partners of the brand the opportunity to participate in a philanthropic program with non-profit military family's assistance organization National Military Family Association, which provides programs and benefits to aid the families of U.S. troops, and to show their support on their products at retail.

The agency is also showing its other important properties Heart Girl, Malibu Life, Flight Patterns, the Los Angeles Police Department, the Andrea Alvin Portfolio, Car Culture, Bitter Girls and Ciao Belli; and is developing an animated series based on the Purple Turtle book series from Indian publisher Aadarsh.

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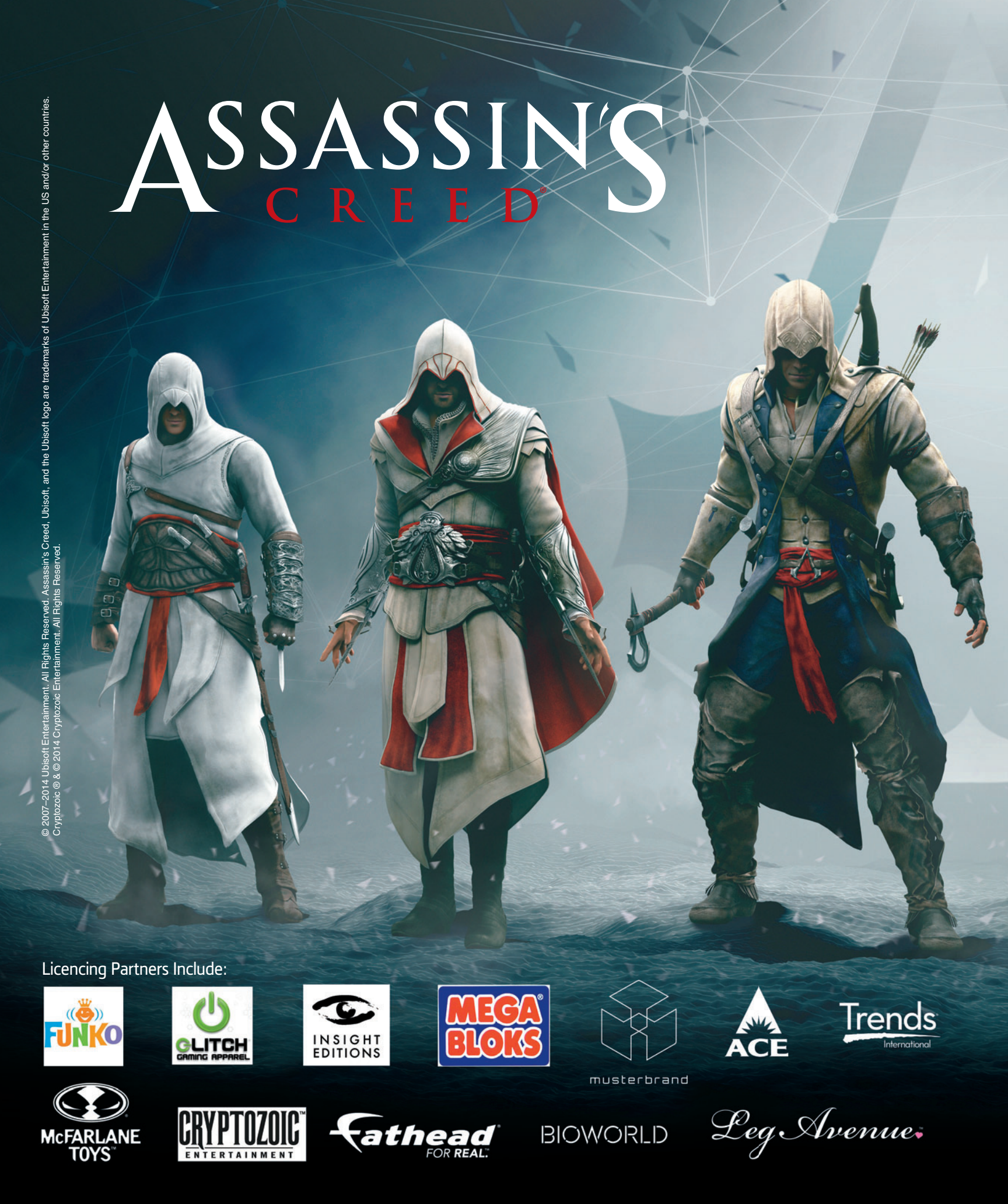

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Alita Friedman Hones Lifestyle and Women's Brands

Alita Friedman LLC is showcasing its roster of women's and lifestyle brands for licensing with giveaways, celebrity appearances and more on the show floor this year.

In the publishing space, AFLLC is bringing its list of women's fiction authors from St. Martin's Press including Kristin Hannah, Jane Green, Lisa Scottoline, Mary Kay Andrews and Jackie Collins, with complimentary books available in-booth. Renee Graziano and Big Ang, stars of VH1's reality TV show "Mob Wives," will also be on hand–Graziano will sign copies of her best-selling cookbook *How to Use a Meat Cleaver* and her latest erotic novel *Playing with Fire*, as well as showcase her new Mobcandy brand; and Big Ang will sign copies of her book *Bigger is Better: Real Life Wisdom from the No-Drama Mama*, and serve samples from her Big Ang wine collection.

Other AFLLC lifestyle brands on display at Licensing Expo 2014 include the brand Dutch Oilily-Bont, which is celebrating its 50th anniversary and debut in the U.S.; the Zipz Premium Wine Anytime line of recyclable traditional stem glasses; and designer and illustrator Ali Sabet, creator of Pix-o-Pop, who will create and sign original works of art.

Art Ask Showcases Brands

Up-and-coming youth lifestyle brand Muy Pop leads Art Ask Agency's offerings at Licensing Expo with an all-new style guide.

The brand, which mixes graphics, languages and cultures for today's global generation and is already going strong in Europe, is seeking new partners to develop quality apparel and accessories to target consumers with a carefree and positive spirit and to connect with teens around the world.

Also on tap for the agency is iStyle, which boasts 16 European partners in various categories and now seeks to expand to the U.S. market and beyond; and its newest addition, Citography by U.K. creator SP Design, which puts a unique spin on iconic cities around the world using typography.

Zolan Fetes 36 Years

The Zolan Company, an Americana Heritage children's art brand, is marking its 36th year in brand licensing and its 17th year at the Licensing Expo.

The brand is working with a team of Italian designers to launch new products in the technology, fashion and housewares categories, including beachwear for girls, holiday plates and mug collections, t-shirts for Heartland America and mobile phone and computer covers.

The Zolan Company is also debuting a new lineup of products including calendars with Boystown USA and Willow Creek Press, International Harvester fabrics with Cranston, greeting card craft kits with Joanna Sheen in the U.K., checks and labels with Current, agenda notebooks for the YMCA in Colombia, fine art prints in Russia, educational books with Editora do Brazil in the region, greeting cards and calendars with Masterpieces and prints and accessories with Fine Art America.

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(sound of being lazy...)
Mazui daro
(it's pretty bad, isn't it?)
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The world is big, there are many places.
You should look for a place that you can truly be yourself.
It's this place, isn't it?
Ku-ru
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(slowly rotating sound)
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It's the sun that makes your day.

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MGL Presents Art Brands at Expo

Art licensing company MGL Licensing is presenting its key properties Valentina, Marsh Mellow and TanTan, for opportunities at this year's Expo.

In a deal brokered by MGL, artist Valentina Ramos has recently added My Gifts Trade to her licensing program. As part of the deal, My Gifts Trade is rolling out stationery, home fragrance and mugs featuring Valentina's work, and MGL is also growing the brand with additional partners in bedding, apparel, stationery and giftware with product hitting retailers later this fall.

Another focus for MGL is preschool property Marsh Mellow. Penguin Children's, which holds digital, film/television and merchandising rights for the brand, is publishing sticker and activity books this summer, and MGL is showcasing an all-new style guide that supports Penguin's publishing program. Meanwhile, Sterling is rolling out an extensive line of Marsh Mellow back-to-school stationery this fall, and MGL is seeking additional partners across key categories.

Rounding out its offerings, MGL is showcasing British graphic artist Reilly's latest brand TanTan. Known for his work with prominent fashion brands such as Jimmy Choo, Ray Ban and LVMH, TanTan is Reilly's first character-based property.

With international partners already on board, including Chilean stationery partner Libesa, MGL is eager to grow TanTan in a variety of product categories this year.

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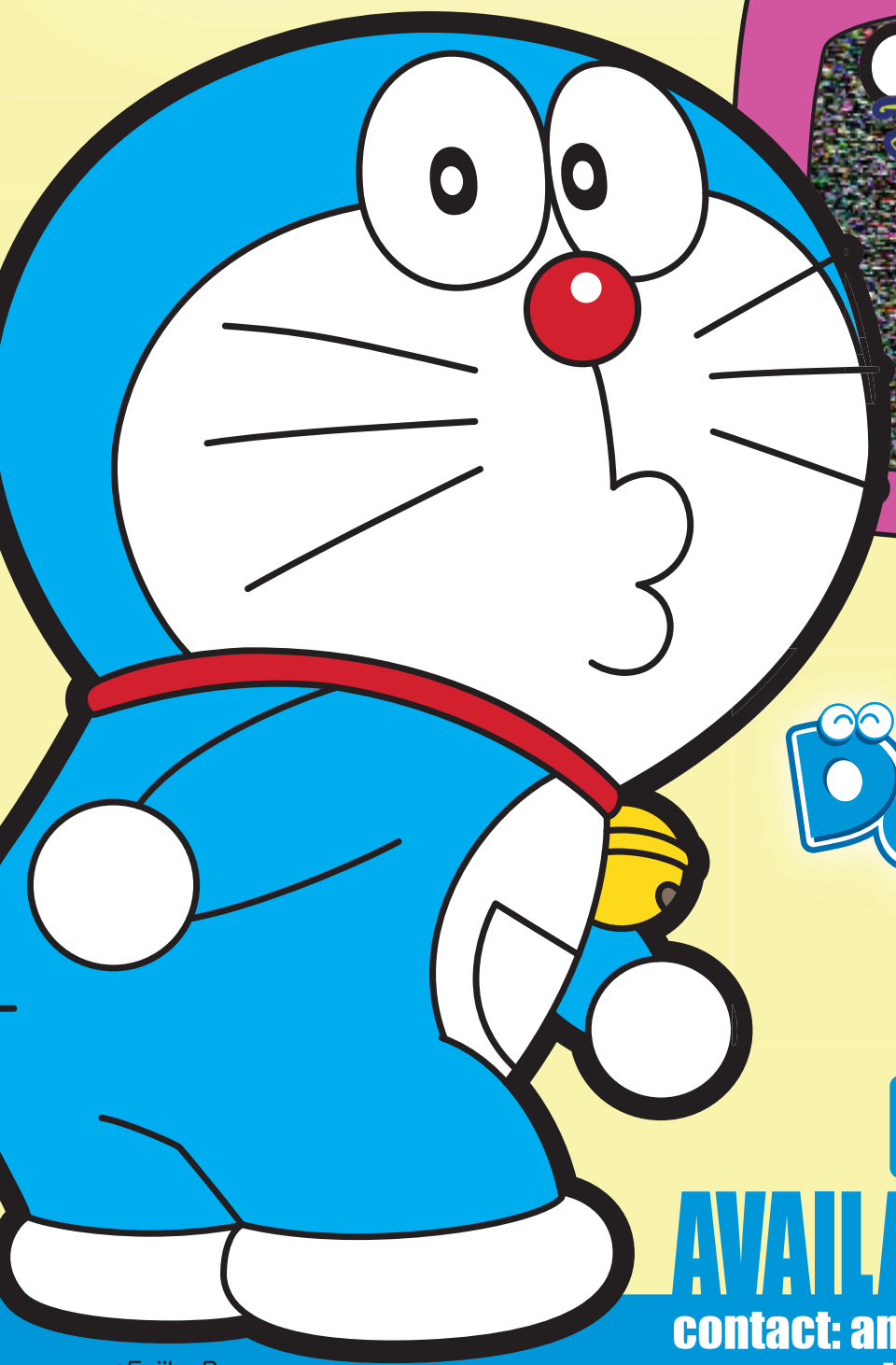

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THURSDAY, JUNE 19

Advanced Licensing Strategies

9 a.m.-10:15 a.m., Tradewinds F

Building upon the Beginner Licensing Basics class, this seminar will explore some of the different strategies utilized by licensors, licensees and retailers to grow their businesses. It will explore some of the current trends and discuss why some of the old licensing strategies are not very effective today. It will explore the new retail landscape and new methods to maximize your licensing programs. It will also look at best practices in licensing strategies from some of the leading companies in the licensing industry. The expert panel will discuss their own strategic approach to licensing and share many ideas that are sure to make your licensing endeavors more lucrative.

Moderator: Stuart Seltzer, president, Seltzer Licensing. Speakers: Mario DiFalco, director of innovation, Del Monte Foods; Greg Goldstein, president and chief operating officer, IDW Publishing; and Glenn Neilson, director of marketing, The Scotts-Miracle Gro Company.

Reaching the YouTube Generation: How New Digital Companies are Uniting Content Creators, Brands and Consumers

10:45 a.m.-12 p.m., Tradewinds F

With the proliferation of entertainment available on the web, companies are emerging to act as aggregators of this diverse content. They are empowering digital content creators and connecting brands with creators via advertising. They are at the forefront of the entertainment revolution, achieving tens of billions of views per month. Through case studies, anecdotes and questions from the floor, you will hear directly from these companies and learn what this means for the licensing industry in 2014 and beyond.

Moderator: Brent Weinstein, head of digital media, United Talent Agency. Speakers: James Fielding, global head of consumer products and retail, AwesomenessTV; and Andrew Graham, senior talent manager, Fullscreen.

How to Maximize the Effectiveness of Your Intellectual Property Through Promotions

10:45 a.m.-12 p.m., Islander E

A look at examples of effective use of IP for increasing revenues and the effective use of promotions as an overlay for increasing the effectiveness of a license. For licensees, how to get the most from the licensor, and for licensors, how the get the most royalties from a licensee.

Moderator: Russell Brown, president, licensing, promotions and ad sales, Valiant Entertainment. Speaker: Susan Miller, founding partner, Bolder Media, Cupcake Digital, Mixed Media Group.

show**news**

Ragnarama Makes Debut

California artist and designer Brandon Ragnar Johnson is showcasing his portfolio for the first time at Licensing Expo.

Represented by brand development and licensing agency Carmella Johns Unltd., Ragnarama is a contemporary lifestyle brand for all ages that reflects some of Ragnar's favorite things–film noir, fashion illustration, classic cartoons, men's magazine artists, mid-century design and architecture, punk rock, monsters and old Las Vegas. His work has been collected in numerous books and can be found on television, films, apparel, accessories, toys, textiles, home goods, museums and galleries.

"The Licensing Expo in Las Vegas is the perfect place to premiere the brand-new design collections I've been working on, meet with existing partners and connect with new ones," says Ragnar.

"The Ragnarama brand is growing and this is a terrific opportunity to meet with world-class manufacturers and retailers to expand into new categories and international markets," states Carmella Johns-Andruk, president, CJU.

Ink Shows Surfers, Masha

Ink is making a major push for its 3D platform game "Subway Surfers," including the creation of an animated TV series based on the game. Developed by Danish digital company SYBO Games and distributed by Kiloo, the game puts the player in the role of young graffiti artists as they evade a railway security guard and his dog.

A global team of sub-agents represent the brand across the Americas, Western Europe, Oceania, Asia and the Middle East; while Ink represents the property in the Nordics, Eastern Europe and Russia.

Ink is also focusing on another property, Russian animated children's series "Masha and the Bear." Ink is taking the program to a global level with new broadcast partnerships. The company will also leverage the property with consumer products after a strong debut in the Russian licensing market, where a host of licensees including Kinder, Egmont, Orkla and Ferrero have generated more than 400 individual SKUs.

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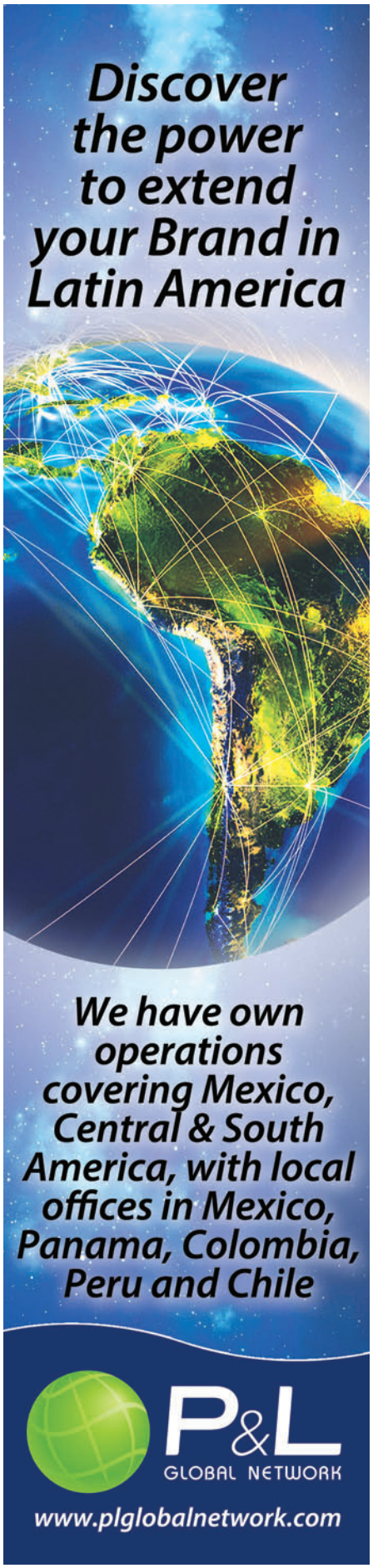
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Disney Consumer Products	South Pacific & Islander Ballroom

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Share pictures of your filled in Mad Libs with @LicensingExpo using #VegasMadLibs on Twitter.

And be sure to stop by the Penguin Booth #A155!

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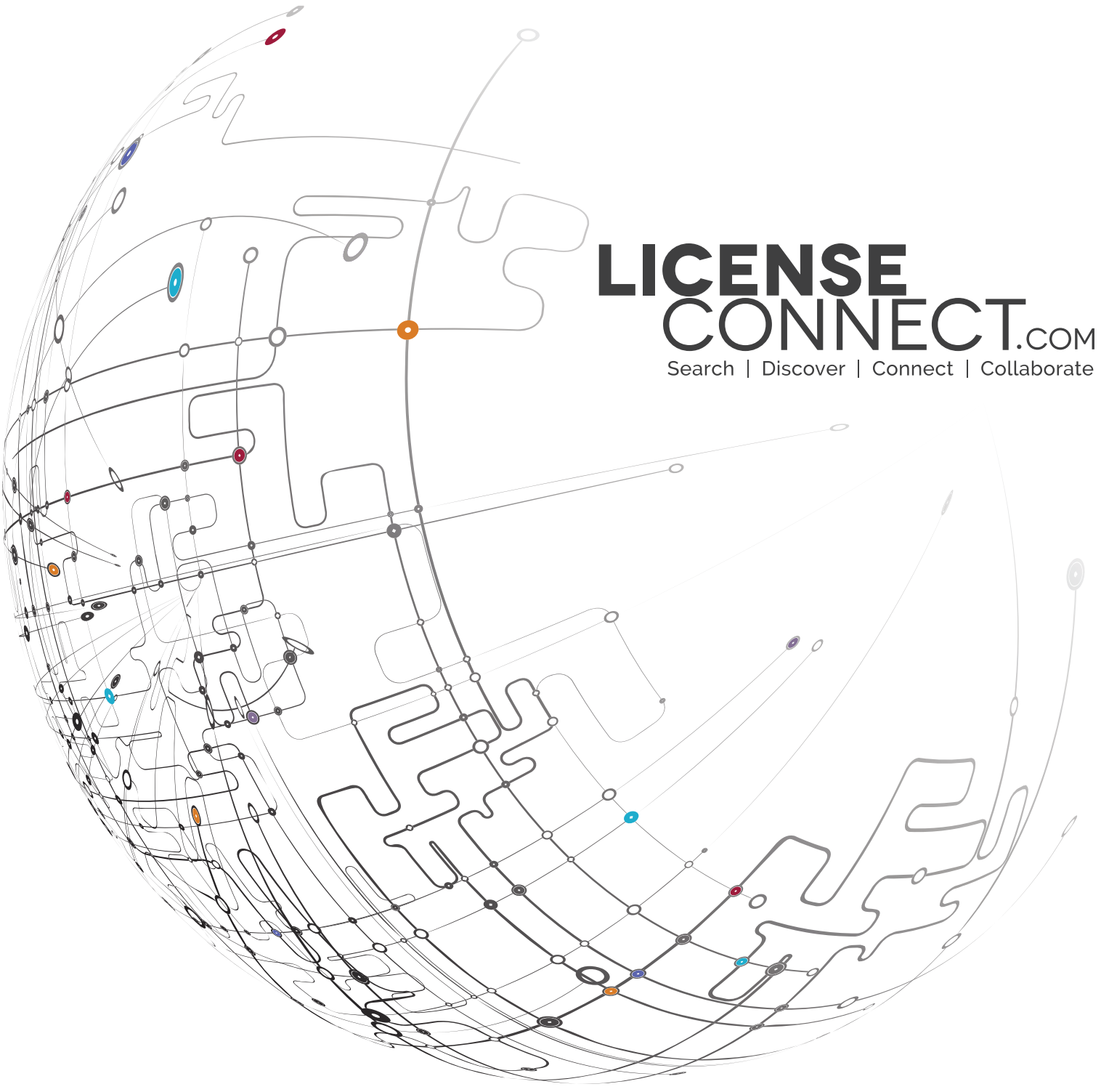

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ABG Unveils Mini Marilyn

Authentic Brands Group has revealed its newest brand Mini Marilyn, a stylized character-based property.

Mini Marilyn is targeted to girls, ages 8 to 16, with playful, age-appropriate styles.

With her trademark blonde hair and red lips, Mini Marilyn is designed to empower girls to be confident, take risks and dream big.

"We are very excited to introduce a new generation to the magic of Marilyn Monroe," says Nick Woodhouse, president and chief marketing officer, ABG. "Mini Marilyn presents a new and innovative opportunity for our existing and future partners, while giving ABG the chance to grow its portfolio of global brands from the inside out. We look forward to the endless possibilities in store for Mini Marilyn."

ABG is debuting the new brand for the first time at Licensing Expo. Target categories for Mini Marilyn include apparel, accessories, tech accessories, toys, mobile apps and virtual goods.

The brand will be supported by a range of digital initiatives including a website, MiniMarilyn.com, and global Facebook, Instagram and Twitter pages.

ASPCA Expands Licensed Consumer Product Range

The American Society for the Prevention of Cruelty to Animals is growing its licensed product range to include additional licensees across kids, publishing, collectibles and accessory categories.

On the Licensing Expo show floor, the ASPCA will showcase product and partnerships with the following:

- plush from Commonwealth Toy & Novelty;
- children's books from Studio Fun International (formerly Reader's Digest Publishing);
- hand-crafted figurines from Bradford Exchange for its Precious Moments collection;
- collectible dog figures with their own dog houses from Enertec Enterprises;
- a charitable charm bracelet from Alex and Ani; and
- an ASPCA 2016 calendar from Graphique de France.

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"Our expanding licensing program aims to not only raise funds to support the ASPCA's work for animals in crisis across the country, but also to build awareness for the ASPCA's mission and programs," says Helene Gordon, senior director of licensing and retail development, ASPCA. "Our new licensed products, which we will unveil at Licensing Expo 2014, integrate messaging about pet adoption and pet care, to help further engage consumers in our efforts to protect animals."

The ranges join a robust roster of licensees and retailers already signed on to support the ASPCA including Pet King, EHD and Evenflo, with product in stores such as Target, Kmart, JCPenney, Walmart, Sears, Ross and more.

Danger Mouse Returns to the Small Screen

FremantleMedia Kids & Family Entertainment is partnering with the CBBC network to bring back "the world's greatest secret agent," Danger Mouse.

Thirty-three years since the series first aired, "Danger Mouse" will again attempt to save the world for a new generation of fans. The animated comedy series is a co-production between FremantleMedia Kids & Family Entertainment and Boulder Media, and will begin its run on the small screen in 2015.

"The thrills, spills and comedy of this landmark international animated series are all still here, but this rebooted version will be brought up-to-date for today's tech-savvy and content-hungry kids," says Rick Glankler, executive vice president and general manager, FremantleMedia Kids & Family Entertainment. "Working with the BBC and Boulder Media means we have an incredibly talented team on board to deliver a stand out global comedy hit. In this new 21st century version, the laughs are set to be even louder as the world's smallest secret agent faces mightier missions, voracious villains and knee-trembling threats."

DHX Taps Jazwares for Ella

DHX Media and FremantleMedia Kids & Family Entertainment has appointed Jazwares as the global master toy partner for the preschool property Ella the Elephant.

Jazwares will launch plush, dolls, figures, play sets, vehicles, roll play and musical instruments into territories around the world including the U.S., Canada, the U.K., Ireland, Latin America, the Middle East, Australia, Spain and Norway.

"We're excited to be appointed the global master toy partner for Ella the Elephant. We think Ella is a great brand in the children's entertainment space and we're excited for the opportunity to place Ella in every household that loves her through our Ella the Elephant line," says Laura Zebersky, executive vice president, global sales, Jazwares.

"Ella the Elephant" is produced by DHX Media, in association with Canada's TVO Kids and FremantleMedia Kids & Family Entertainment. The series debuted in the U.S. in February and airs on the Disney Channel and Disney Junior.

Spin Master Packs its Bags for Summer Camp

Spin Master is heading to camp this summer.

The children's toy company has partnered with Youth Venture Marketing and the American Camp Association to integrate Spin Master products into more than 135 camp programs across the U.S. The innovative agreement begins this month and runs through August, and allows campers 140,000 direct interactions with Spin Master's master brands such as DigiBirds, Ionix, Kinetic Sand, Meccano, Sew Cool and Wackytivities.

"This is an incredibly unique and fun opportunity–exactly the type of partnership we look for at Spin Master. This program will allow us to interact with campers throughout the summer, enhancing the camp experience for thousands of kids," says Krista DiBerardino, chief marketing officer, Spin Master. "We can't wait for the program to launch and look forward to meeting and surprising everyone at camp this summer."

Atlantyca's Geronimo Stilton Takes the Stage

Atlantyca Entertainment is developing live stage shows based on its Geronimo Stilton property.

In conjunction with the Susan Gurman Agency, the Geronimo Stilton brand, which is based on the book series published by Scholastic, will look to extend to production partners for shows geared toward schools and general audiences. The mouse journalist is expected to take the stage in 2016.

"The Susan Gurman Agency has a remarkable list of clients and access to the best talent to develop the most entertaining Geronimo Stilton stage show," says Claudia Mazzucco, chief executive officer, Atlantyca Entertainment. "Based on the success of our shows in Europe and Canada, we were determined to find the right theatrical partner to bring our beloved Geronimo Stilton to the stage here in the U.S. Our loyal young readers can now look forward to seeing the stories they love come alive with these future planned productions."

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